

CLAIM AMENDMENTS

Claim Amendment Summary

Claims pending

- Before this Response: Claims 1-23.
- After this Response: Claims 1-23.

Canceled or Withdrawn claims: none.

Amended claims: none.

New claims: none.

Claims:

1. (ORIGINAL) A method for facilitating the on-line auction of one or more services, the method comprising:

obtaining a service item for auction;

providing a rating for the service item based upon a common rating scale;

managing an on-line auction for the service item, wherein the managing comprises:

receiving on-line bids for the service item in terms of rating units rather than monetary units;

closing the on-line auction for the service item;

indicating one or more winning bids and one or more winning bidders.

1 2. (ORIGINAL) A method as recited in claim 1 further
2 comprising receiving compensation from one or more members of a group
3 selected from an auction bidder, an auction participant, a service seller, a service
4 buyer, a service item placer, and a member of an auction.

5
6 3. (ORIGINAL) A method as recited in claim 1 further
7 comprising facilitating real-time provision of the service item for the one or more
8 winning bidder, wherein the real-time provision of the service item occurs
9 proximally near in time to the closing.

10
11 4. (ORIGINAL) A method as recited in claim 1, wherein the
12 obtaining further comprises receiving information related to the service item via a
13 communications network.

14
15 5. (ORIGINAL) A method as recited in claim 1, wherein the
16 managing further comprises receiving real-time bids for the service item via a
17 communications network.

18
19 6. (ORIGINAL) A method as recited in claim 1, wherein the
20 service item is a service.

21
22 7. (ORIGINAL) A method as recited in claim 1, wherein the
23 service item may have a high degree of variation in valuation.
24
25

1 8. (ORIGINAL) A method as recited in claim 1, wherein the
2 service item has a time sensitive valuation.

3
4 9. (ORIGINAL) A method as recited in claim 1, wherein the
5 service item has a time sensitive valuation and is selected from a group consisting
6 of:

- 7 • advertising;
- 8 • advertising in movie houses;
- 9 • advertising in broadcast media;
- 10 • advertising on the radio;
- 11 • advertising on television;
- 12 • advertising on an Internet Web site;
- 13 • brokerage and financial services;
- 14 • advertising in printed publications.

15
16 10. (ORIGINAL) A method as recited in claim 1, wherein the
17 service item has a time sensitive value, such service is intended to be performed
18 for or by the one or more winning bidders.

11. (ORIGINAL) An on-line marketplace for auctioning services,
the marketplace comprising:

a services auction-block computing system configured to obtain a service
item for auction;

a services rating computing system configured to provide a rating for the
service item for auction based upon a common rating scale;

an auctioneer computing system configured to manage an on-line auction
for the service item.

12. (ORIGINAL) A system as recited in claim 11, wherein the
auctioneer computing system is further configured to:

receive on-line bids for the service item in terms of rating units rather than
monetary units;

close the on-line auction for the service item;

indicate one or more winning bids and one or more winning bidders.

13. (ORIGINAL) A system as recited in claim 11, wherein the
service item is a service.

14. (ORIGINAL) A system as recited in claim 11, wherein the
service item may have a high degree of variation in valuation.

15. (ORIGINAL) A system as recited in claim 11, wherein the
service item has a time sensitive valuation.

1 **16. (ORIGINAL)** A system as recited in claim 11, wherein the
2 service item has a time sensitive valuation and is selected from a group consisting
3 of:

- 4 • advertising;
- 5 • advertising in movie houses;
- 6 • advertising in broadcast media;
- 7 • advertising on the radio;
- 8 • advertising on television;
- 9 • advertising on an Internet Web site;
- 10 • brokerage and financial services;
- 11 • advertising in printed publications.

12
13 **17. (ORIGINAL)** A system as recited in claim 11, wherein the
14 service item has a time sensitive value, such service is intended to be performed
15 for or by the one or more winning bidders.

16
17 **18. (ORIGINAL)** A computer-readable medium having computer-
18 executable instructions that, when executed by a computer, performs a method for
19 facilitating the on-line auction of one or more services, the method comprising:
20 obtaining a service item for auction;
21 providing a rating for the service item based upon a common rating scale;

managing an on-line auction for the service item, wherein the managing comprises:

receiving on-line bids for the service item in terms of rating units rather than monetary units;

closing the on-line auction for the service item;

indicating one or more winning bids and one or more winning bidders.

19. (ORIGINAL) A computer-readable medium as recited in claim 18, wherein the service item is a service.

20. (ORIGINAL) A computer-readable medium as recited in claim 18, wherein the service item may have a high degree of variation in valuation.

21. (ORIGINAL) A computer-readable medium as recited in claim 18, wherein the service item has a time sensitive valuation.

22. (ORIGINAL) A computer-readable medium as recited in claim 18, wherein the service item has a time sensitive valuation and is selected from a group consisting of:

- advertising;
- advertising in movie houses;
- advertising in broadcast media;
- advertising on the radio;

- advertising on television;
- advertising on an Internet Web site;
- brokerage and financial services;
- advertising in printed publications.

23. (ORIGINAL) A computer-readable medium as recited in claim 18, wherein the service item has a time sensitive value, such service is intended to be performed for or by the one or more winning bidders.

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